

Executive Summary

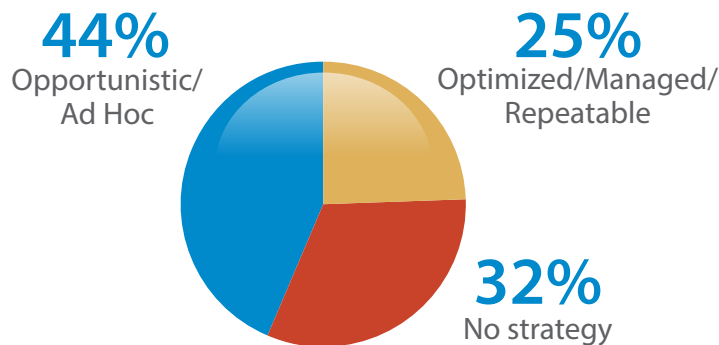
Cloud adoption is growing, but relatively few organizations have advanced cloud strategies

Achieving greater levels of cloud adoption allows organizations to materially improve strategic allocation of IT budgets, lower IT costs, reduce time to provision IT services, increase revenue, and improve ability to meet SLAs

Private cloud adoption is greater than public cloud. Additionally, private cloud/OpenStack adopters are more likely to expect better business outcomes

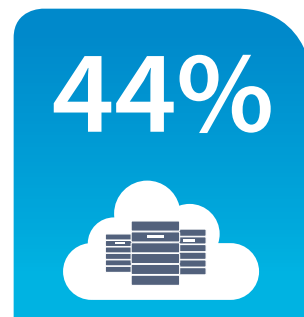
IDC sees web-scale public cloud making way for enterprise-class "provider-based cloud"

Cloud Adoption Strategies

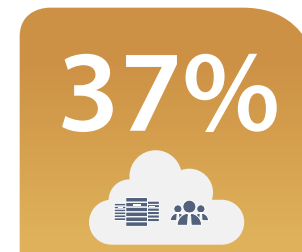


See page 5 for definition of cloud adoption levels

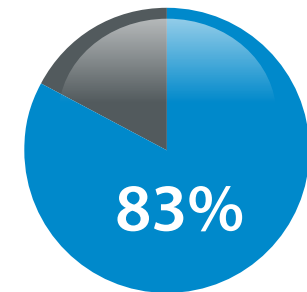
Using or Firm Plans to Implement



Private cloud



Public cloud



Want to work with their major incumbent provider to carry current operations to the cloud